

Lehigh County 2022 Tourism Development Grant – Event Grant

May 10, 2021

What type of event is this for?

Submitted by the Northampton County Historical and Genealogical Society on behalf of the Lehigh Valley Passport to History group (a partnership of 40 museums and historic sites in and around the Lehigh Valley), we respectfully seek \$5,000 towards the cost of a marketing consultant. The consultant works year-round to promote the activities of the partners, but their main task is to promote the Passport to History month, a one-time event. The event is held on four weekends to encourage overnight hotel stays.

Briefly describe the goals of your organization.

Our partners are:

Berks County (4):

Berks History Center
Boyertown Museum
Leesport Area Historical Society
Leesport Lock House

Bucks County (1):

Durham Historical Society

Carbon County (1):

No. 9 Coal Mine and Museum

Lehigh County (11):

1803 House
Alburtis Lock Ridge Historical Society
Coopersburg Historical Society
Emmaus Historical Society
Hivel Und Dahl Preservation Society
Lehigh County Historical Society
Liberty Bell Museum
Lower Macungie Historical Society
Upper Lehigh Township Historical Society
Whitehall Historical Preservation Society
The Shelter House

Monroe County (3):

Monroe County Historical Society
Little Bethel Historical Association

Quiet Valley Living Historical Farm

Montgomery County (1):

Schwenkfelder Library & Heritage

Northampton County (19):

1758 Sun Inn

Forks Township Historical Society

Friends of Johnston, Camels Hump Farm

Governor Wolf Historical Society

Hellertown Historical Society

Historic Bethlehem Museums & Sites

Historic Easton Cemetery

Horner's Cemetery Historical Society

Jacobsburg Historical Society

Lower Saucon Historical Society

Moravian Historical Society

National Canal Museum

National Museum of Industrial History

Northampton County Historical & Genealogical Society

Parsons-Taylor House

Slate Belt Heritage Center

Tatamy Historical Society

Williams Township Historical Society

Warren County, NJ (1):

Phillipsburg Historical Society

Note: The Northampton County Historical and Genealogical Society (NCHGS) serves as the leader for the group. NCHGS staff manages the grants and finances, coordinates and leads the monthly meetings, hosts the website, and manages the marketing consultant. Income and expenses for the committee are processed through NCHGS's audited financial records which are enclosed. Email communications are sent out through a NCHGS Constant Contact account.

Provide a detailed event description.

August 2021 current site schedule:

Weekend One:

1803 House

National Canal Museum

Northampton County Historical and Genealogical Society

No. 9 Coal Mine and Museum (pending)

Schwenkfelder Library & Heritage Center
Leesport Lock House Foundation

Weekend Two:

Whitehall Historical Preservation Society
Quiet Valley Living Historical Farm
Williams Township Historical Society
Emmaus Historical Society
Forks Township Historical Society
Lower Macungie Historical Society

Weekend Three:

Slate Belt Heritage Center
Camel's Hump Farm at Johnston's Estate
Historic Bethlehem Museums & Sites
Historic Easton Cemetery
Jacobsburg Historical Society
Moravian Historical Society

Weekend Four:

Coopersburg Historical Society
National Museum of Industrial History

The current and previous fiscal years' budgets, including the actual revenues and expenditures for the previous year.

The NCHGS 2020 and 2021 budgets are enclosed. The actual revenues and expenses for 2020 are attached.

Audited financial statements for the two (2) previous fiscal years.

2018 and 2019 audits are enclosed. (2020 audit is not yet completed) Please use the code 24-6021192 to access.

The positions of all employees, officers and board members who receive \$50,000.00 or more in annual compensation, including bonuses, from the requesting organization.

NCHGS Executive Director
NCHGS Director of Operations

The total compensation of the organization's five (5) highest compensated individuals.

\$161,300 (2021 actual)

A list of all funding sources from the previous year and the total amount received from each funding source.

In 2020, NCHGS funded the Passport to History project in the amount of \$2,025.93.

A list of all funding sources for the current year, and a list of all pending applications for funding, INCLUDING the amount being requested from this grant.

Northampton County Hotel Tax Grant Program - \$12,600 (will be applied for 7/2021)

Lehigh County 2021 Tourism Development Grant -\$5,000

Free Bridge Realty - \$1,000 sponsorship